

Iron County Register.

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IRONTON, MO., THURSDAY, JUNE 15, 1922.

NUMBER 3.

A CLEAN CUT BUSINESS INVESTMENT UNIVERSAL SIMPLE ACCOUNTOR COMPANY, INC.

CAPITAL \$100,000 STOCK

FRED GEITZ, Jr., Pres.



Offices

816 Victoria Bldg.

St. Louis, Mo.

5,000 Preferred Shares Offered to

The Public at

\$5.00 Each.

U. S. Patent

No. 1,392,930

Oct. 11, 1921

Price \$5.00 Postpaid

What Mr. R. W. Shapleigh, Pres. of The Shapleigh Hdw. Co., Thinks About The Uni- versal Simple Accountor

Mr. Herbert P. Sheets, Sec'y.,
National Retail Hardware Ass'n.,
Argos, Indiana.

Dear Mr. Sheets:

I have just had the pleasure of a visit from Mr. Fred Geitz, Jr., of Ellington, Missouri, who has evolved a very simple system of accounting for retail dealers. Mr. Geitz is in the general merchandise business and is a customer of ours—has been for several years, and is all right.

I have examined the account book that he has secured a patent on from the United States, and in my opinion it is the thing that your organization and the retail hardware trade in general have been looking for for a long time.

Mr. Geitz has been around to the different trades, such as drug jobbers, shoe jobbers, grocery jobbers, etc., and has secured the endorsement of the jobbers. Of course the hardware trade being in a more advanced condition than these other trades, and having such a perfect National organization as yours is, it would seem better to approach them from the standpoint of having their central office endorse this book, thus giving it an immediate standing that will command the attention of the dealers, particularly so as it might be explained at the various Conventions now beginning.

Please understand that we have no interest in this whatever, except the interest of the retail merchants, whom we know have been groping around for years to find a simple and effective way of keeping track of their business. Mr. Geitz will write you himself and endeavor to make an appointment with you so that he may call and see you.

I would not write this letter if I were not convinced that this is really what we have all been looking for, and believe it is well worthy of your serious consideration.

Yours very truly,
(Signed) R. W. SHAPLEIGH,
President.

Purpose of Organization and Offer of Stock

Mr. Fred Geitz Jr., of Ellington, Mo., a well known and progressive business man of this county, was recently awarded a United States Government Patent on an invention embracing a Loose-leaf System of Retail Accounting, a device with forms that can be used by every kind of business, Farmer, Stockman, Professional man or Capitalist, that does away with all other book-keeping books, and serves as an Income Tax Book combined.

This Accounting System is so simple a child can use it, and is Copyrighted under the name of The Universal Simple Accountor. It has met with instant approval and sale with over 35 Wholesale firms in both Chicago and St. Louis and was sold

A Few of The St. Louis and Chicago Firms Who Sell The Universal Simple Accountor

St. Louis, Mo.

Friedman Shelby Shoe Co.	Geo. D. Barnard, Sta. Co.
Brown Shoe Co.	St. Louis News Co.
J. S. Merrell Drug Co.	Adams Sta. Co.
Ely Walker D. G. Co.	Blackwell Wielandy Co.
Carleton D. G. Co.	Oliver Plow Works
Butler Bros.	Pittsburg Glass Co.
Scadders Gale Gro. Co.	Geller Ward Hasner Co.
Amos James Gro. Co.	Witte Hdw. Co.
Haas Lieber Gro. Co.	De Luxe Cap Co.
Krenning Schlapp Gro. Co.	Shapleigh Hdw. Co.
Niese Gro. Co.	Hofmann Bros. Pro. Co.
Goebel Reid Gro. Co.	M. Longo Fruit Co.

Chicago, Ill.

Fuller Morrison Drug Co.	Jno. V. Farwell Co.
Dashiell Motor Co.	A. C. McClurg & Co.
Geo. E. Cole Co.	Marshall Field & Co.
Sprague Warner Co.	Stevens Maloney Co.
S. D. Childs & Co.	Purveyor Gro. Co.
Kohr & Meyer Gro. Co.	Jonesboro, Ark.
Centralia, Ill.	Etc. Etc.

to over a thousand stores the first month who pronounce it a most wonderful Time and Labor saver as well as aid to their business.

The immediate demand for a Book of this kind which is enormous, necessitated an organization to manufacture them in large quantities, to negotiate with large distributors everywhere, and to open branch offices in the leading cities. This became so apparent from the inquiries received that Mr. Geitz who is the sole owner of the Patent obtained a Charter for a corporation formed of substantial business men, and decided to place a small amount of the preferred stock on the market among his friends and business acquaintances for developing purposes.

Only 50 Shareholders Original Plan

In order that Stock-holders should be personally known to the organizers it was the original intention to place this stock with only 50 responsible Investors, but owing to the urgent request of a number of Investors who believed some of this stock should be offered in the Inventors home community, Mr. Geitz decided to give them an opportunity to share in this enterprise by subdividing the allotment into smaller blocks.

Small Investors Seldom Get This Opportunity

That this new invention may be marketed and advertised in a National Campaign with the least possible delay, and which bids fair to become one of the Commercial necessities of the age as much so as the Cash Register, Adding Machine, etc., and to promote its sale to the million or more possible users in this country, a ground floor opportunity is offered those who desire to invest in this money-making possibility with the same large degree of success and safety as these Companies offered their original investors.

What Your Investment Will Earn And How Protected

Every share in this Publishing Monopoly will be non-assessable full participating profit sharing Preferred

JAMES H. BUFORD, Pres. W. A. COPELAND, V-Pres.
W. A. BALES, Cashier O. R. BURNHAM, A-Cashier



ELLINGTON BANK

Capital and Surplus \$45,000

Ellington, Mo.

To Whom it May Concern:

This is to certify that Mr. Fred Geitz, Jr., President of the Universal Simple Accountor Co. Inc., has been a customer of this Bank for a number of years and enjoys a well earned reputation for honesty and integrity. We consider him qualified to carry out any obligations he may make.

Yours very truly,

J. H. BUFORD,
President.

stock bearing 6 percent interest protected by a United States Government Patent Office Deed covering one state for every hundred shares subscribed, which is to be returned to the Company after the stock has earned 50 percent in Dividends and thus again become an asset of the Corporation. This is a fair and equitable basis to ask you to invest your savings at with an organization headed by men whose integrity, honesty and records are unquestioned.

This Advertisement Will Not Appear Again

Negotiations are now pending with Manufacturers for large quantities of these Systems and in the event of these contracts closing, this offer may be withdrawn any time as sufficient capital will be available then, and no more stock will be for sale.

We fully expect these 5,000 shares to be over-subscribed in a short time and reserve the right to refund your money without notice, as every dollar goes directly into the Treasury for manufacturing and developing purposes. No commissions or underwriting fees are paid to sell this issue of stock. We are making no rash promises of what this stock will earn in the near future but suffice to say those who have the foresight to secure it will earn some handsome dividends.

Complete Details and Proofs Upon Application

Full description of Patent claims, Government Charter, Marketing plans, proof of demands awaiting the invention and letters of endorsement of prominent Manufacturers and users will be cheerfully supplied to interested parties on application in person or writing.

We advise prompt action on your part if you wish to become a stock holder in this publishing enterprise, by getting your application for stock in at once with a 10 percent deposit reserving the number of shares you desire, the balance payable in thirty days upon delivery of stock certificate. Make all checks or drafts, payable to the Universal Simple Accountor Co. Inc., St. Louis, Mo.

Additional application blanks may be obtained upon request from any of the following Banks: Ellington Bank, Farmers State Bank, Ellington, Mo. Reynolds Co. Bank, Centerville, Mo. Iron Co. Bank, Ironton, Mo.

UNIVERSAL SIMPLE ACCOUNTOR COMPANY, INC.

816 VICTORIA BLDG., ST. LOUIS, MO.